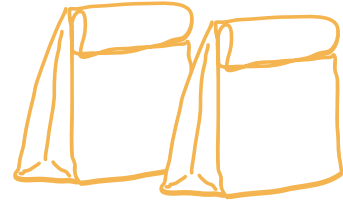


FUNDRAISING  
TOOLKIT

Thank you for choosing to fundraise to help support people who are homeless and disadvantaged through St Mary's House of Welcome.

Fundraising should be fun so we hope you enjoy your experience and your activity or event is a huge success!

- » **\$35** will help provide an emergency food hamper for someone sleeping rough.



- » **\$55** will help provide emergency material aid items (clothing, blankets, underwear, socks, etc).

- » **\$125** will help provide essential medications and health supplies to support well-being of ten rough sleepers.

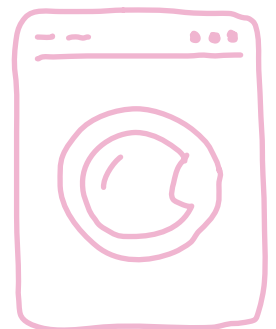


- » **\$250** will help fund our showers program for one day, allowing dozens of people sleeping rough to get clean (note: showers are cleaned and sanitised by a professional cleaner after each use).



- » **\$500** will help us to ensure those community members who are homeless and rely on us for help, won't go hungry

- » **\$1,000** will help cover the cost of running the St Mary's House of Welcome takeaway meals program for one week, providing more than 500 nutritious meal packs to people sleeping rough.





**1.** Decide how you would like to raise funds. We have put together some ideas to inspire you on the next page. Fundraising ideas are limitless so feel free to get creative!

**2.** Make sure to read our Fundraising Guidelines to make sure your activity/event is safe and legal.

**3.** Register your fundraising activity/event with St Mary's House of Welcome. If you choose to solely fundraise via an online fundraising page then you can go ahead and do so via platforms such as [GoFundMe](#), [Go Fundraise](#), [My Cause](#), [Just Giving](#), [Grassrootz](#). This is an easy way to share what you are doing with friends, family and colleagues no matter where they live. Your donors will automatically receive tax deductible receipts so you can focus on more of the fun stuff.

**4.** If your fundraising is offline, you will need to complete a Fundraising Application form and agree to our fundraising guidelines. We can then issue you with an Authority to Fundraise letter so you can get started!

**5.** Set a realistic fundraising target to keep you motivated. It's a great way to show your supporters how close you are to your goal.



- » Challenge event in Melbourne: Tough Mudder, Pizza Run, Spartan Race and more
- » Sausage sizzle
- » Birthday or Special Occasion – celebrate by collecting donations in lieu of gifts
- » Garage sale
- » Swear jar at work
- » Bring a plate to work day
- » Get sponsored to go without coffee or chocolate
- » Global marathons and treks
- » Golf day
- » Quiz night



## Join an existing event or fundraising initiative

[Run Melbourne](#)

[Melbourne Marathon](#)

[Movin for Meals](#)

[Entertainment Book](#)

[Homeless Grapes](#)

[Cheese Therapy](#)





- » We can help spread the word & give you social media tips
- » Suggested wording for social media posts
- » Share our 'Proudly Supporting' fundraising logo to help market your event
- » Provide copies of our fundraising poster and Facebook banner
- » St Mary's House of Welcome brochure
- » Merchandise on consignment including: T-towels, fridge magnets and doormats
- » Depending on the size and location of your event, we may be able to provide you with pull up banners and donation tins

We invite you to drop in and visit us so we can show you through our Centre, show you what we do, and give you an opportunity to see your support in action.

**If you need any help  
or have any questions,  
please contact Fiona  
in our Fundraising Team on  
03 9417 7985 or  
fiona.dickson@smhow.org.au**

Proudly supporting

ST MARY'S  
HOUSE OF  
WELCOME

WELCOME



## How to bank your funds raised

If you fundraised via an online fundraising page, your funds will be automatically transferred to St Mary's House of Welcome so there is nothing more you have to do.

### Bank Deposit

#### Commonwealth Bank

Account Name: **St Mary's House of Welcome**

BSB: **063 212**

Account Number: **1016 1555**

Reference: **Surname**

### Cheques and cash

Cheques should be made payable to St Mary's House of Welcome and sent to **PO Box 60, Fitzroy VIC 3065**. Please remember to let us know the cheques are from you.

Cash should be banked using the details above.

### Credit Card

You can donate via our website here:

<https://donate.smhow.org.au/Web/Donate>

or by giving us a call on **03 9417 7985**.

Ben started fundraising for St Mary's House of Welcome when he was eight. Ben's neighbour John is a regular volunteer at the House of Welcome and when they visited the centre together, he loved seeing everyone sitting down together for breakfast and how volunteers came in to help. Ben was hooked! Ben was learning about Give, Save and Spend jars. He earned money for his give jar by doing jobs around the house, guitar practice and extra maths. He also put a swear tax on his Grandpa, which was quite profitable!

"It felt great, seeing how I was doing something to help make a difference" Ben said.

After a year or two Grandpa stopped swearing and Ben negotiated that he match his donations instead. He now manages two donations per year.

"I learned everyone has a different story and life can be really hard for some people".



Thank you...

By fundraising and spreading the word, you are helping to ensure we're there for the hundreds of people who rely on our service each day for help.



### St Mary's House of Welcome

165-169 Brunswick Street, Fitzroy VIC 3065

PO Box 60, Fitzroy VIC 3065

Phone: **03 9417 7985**

Email: [fundraising@smhow.org.au](mailto:fundraising@smhow.org.au)

